

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

Course: Print Media Part-I
Code No. (5625)

Semester: Spring-2014
Level: M.Sc

INSTRUCTIONS

1. Assignments 1, 2, cover units 1-4 and 5-9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment-questions requires you to be more analytical, therefore, supplement material from the study guides with information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting. Do not simply rehash materials from different units of the study guide and from one another is highly discouraged. Writing assignments in your own words and originality of approach will fetch you maximum marks.

List of Contents

This package comprises the following material:

1. Study guide
2. A helping book "Scholastic Journalism
3. Assignments land 2
4. Assignment forms 2 sets
5. Schedule for submitting assignments and attending tutorial meetings

If you find anything missing from the above-mentioned material, kindly inform:
The Mailing Officer

Mailing Section
Allama Iqbal Open University,
H-8, Islamabad.

Best of Luck

(Dr. Saqib Riaz)
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
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WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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Semester: Spring 2014
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No.1
(Unit:1-4)

Note: Attempt all question.

- Q.1 Describe the concept of News. Explain its values and elements with examples from Pakistani setting. Also throw light on their importance for daily newspapers. (20)
- Q.2 What are the requirements of a good Intro? Discuss in detail the importance of 5Ws and one H for a news story. Illustrate with examples the use of 5Ws and one H in news stories. (20)
- Q. 3. Write notes on the following: (20)
1. Hard News and Soft News
 2. Sources of News
 3. Importance of Newspapers for Society
 4. News Story Structures
- Q. 4. Explain different aspects of holding a Press Conference. Write the key factors of holding a successful Press Conference. (20)
- Q.5 Elaborate the concept, phenomenon and practice of reporting. Discuss various categories of reporting. (20)

ASSIGNMENT No. 2

(Unit: 5-9)

Total Marks: 100

Pass Marks: 40

- Q.1 Write a detailed note on Feature. Discuss its characteristics? Also highlight techniques of feature writing. (20)
- Q.2 Define column and explain its various kinds with special reference to the role it plays for readers and society. Who is your favourite columnist and why do you like his columns? (20)
- Q.3 What is sub-editing? Highlight its importance. Discuss qualities and functions of Sub-Editor. Also explain the duties of a Sub-Editor. (20)
- Q.4 Write note on the following topics: (20)
- a. Role of editorial in molding the opinion of readers.
 - b. Techniques of interviewing
 - c. Subbing symbols
- Q.5 Define editorial and explain its need and importance for contemporary print media, especially daily Newspapers. (20)